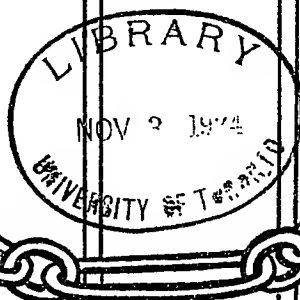
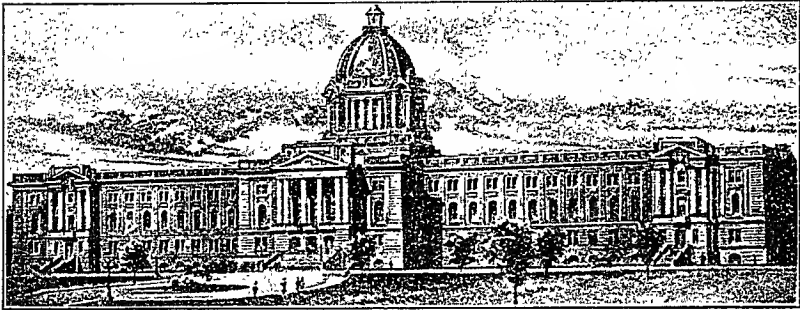


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REGINA

A CITY OF CERTAINTIES





SASKATCHEWAN'S LEGISLATIVE BUILDINGS, REGINA

Introduction

The following pages contain a brief survey of the resources, advantages and prospects of the City of Regina.

The opportunities that the city affords for investments and commercial enterprise have been stated with a sober regard for reality rather than with the intention of painting a highly colored picture.

In estimating the factors making for success, either in the opening up of wholesale and manufacturing enterprises or of real estate investments, special emphasis is laid on the unchanging forces that are making continuously for the development of the territory of which Regina is the natural centre.

As the capital of the rich Province of Saskatchewan (the third largest in point of population of the nine Provinces of Canada and the leading financial, commercial and industrial centre of the Middle West) Regina presents opportunities which cannot be equalled elsewhere.

If you are thinking seriously of locating in Western Canada, investigate fully the claims of Regina.

Any inquiry you may make for further information will be promptly and cheerfully answered by the

COMMISSIONER
BOARD OF TRADE,
REGINA, Canada.

Regina—A City of Certainties

RAPID PROGRESS



VERY few cities in the Dominion of Canada can boast of having made such progress within the past few years as can Regina, the capital of the Province of Saskatchewan. Recent visitors, who have returned to it after an absence of two years, are astonished at the progress that has been made. A few years ago where the undulating prairie grasses waved in the breeze, now stand solid rows of immense warehouses and miles of broad, boulevarded streets, lined with handsome and substantial residences. Truly, a marvellous change, that denotes the progress of Commerce and Industry in this highly favored part of Western Canada.

UNIQUE RAILWAY FACILITIES

Regina is justly entitled to be termed the best served railway city in Western Canada. Eight lines of railway radiate in all directions from the city, and the Canadian Pacific Railway, the Canadian Northern Railway and the Grand Trunk Pacific vie with each other in their endeavors to provide Regina with an adequate train service. Thirty-two passenger trains enter and leave the city daily.

In addition to these eight lines in operation, the Grand Trunk Pacific have commenced, as part of their programme of construction, the building of six more lines of railway out of Regina; the Canadian Northern Railway have also under construction a line westward, and will shortly commence the construction of various other lines leaving the city, making a total of 22 when all are completed.

The new Union Station for the Canadian Pacific Railway and the Canadian Northern Railway, opened in August, 1912, is a thoroughly modern and up-to-date passenger depot. The passengers' many requirements and many conveniences have been studied and provided for.

The plans of the Grand Trunk Pacific for 1912 include the erection of a station costing \$200,000, and a magnificent hotel, the outlay on which will run in the neighborhood of three-quarters of a million.

WHERE WHEAT MAKES WEALTH

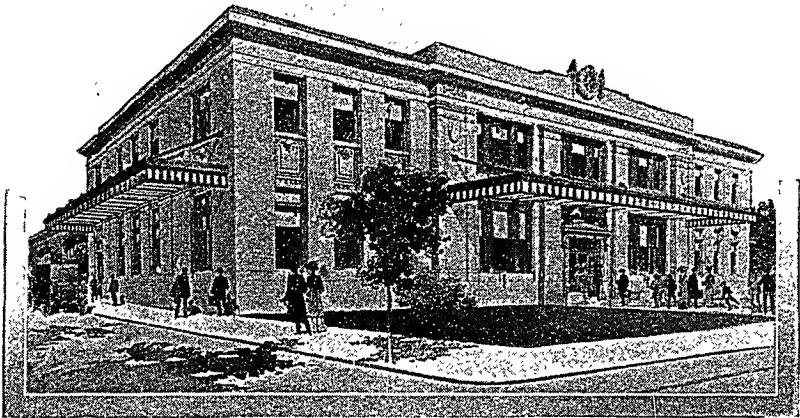
The character of the country surrounding Regina explains much of the rapid growth of the city. It is only beginning to be realized that nowhere on this continent exists such a field for opportunities as lie open in Saskatchewan, with her rich, fertile soil, unexcelled for the product of the staple foods of the world.

One concrete fact will be sufficient to convince the reader that Saskatchewan is a province to be proud of:

The latest government reports show that the value of the grain crop of this province was *greater than that of Manitoba and Alberta combined; greater than that of any State in the United States of America; and greater than that of any single province in the world.*

This statement taken in conjunction with the fact that only one-eighth of the arable land of Saskatchewan (or in other words only an area equal to the road allowances of the entire province) has yet been cultivated, will give some idea of the immense possibilities which abound in Regina for manufacturing the vast amount of goods required by the 600,000 people now resident in the province, and the thousands that are being added to this population every month.

Then Regina, besides being the Provincial capital and seat of Government, is situated in the very heart of the grain area of Saskatchewan, and is therefore bound to be the chief commercial centre. This honor has been hers since the first settler arrived in the Province, and all indications point conclusively to the city being the permanent home of the Legislature.



NEW GRAND TRUNK PACIFIC RAILWAY STATION

A GREAT WHOLESALE CENTRE

The largest volume of distributing business from Regina is at present done by dealers in agricultural implements, threshers and engines. Last year the business in this line alone amounted to over twenty-two million dollars. Some twenty-eight firms are represented here, including practically every manufacturer of any importance in Canada and a large number from the United States.

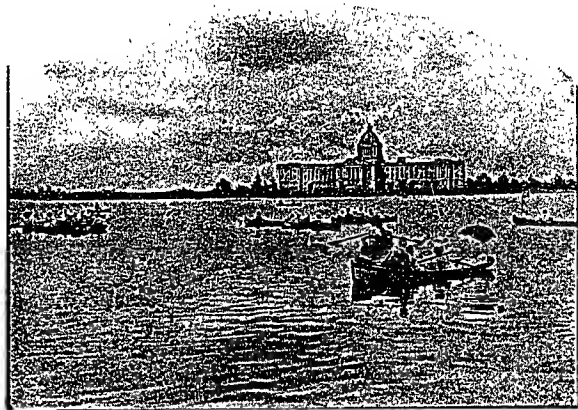
Regina has now become the point of *largest distribution of agricultural implements in the world.*

Wholesale houses in other lines are well represented, including wholesale groceries, fruits, stoves, scales and cream separators, hardware, furniture, soap, flour, cement, hides and skins, common brick, compressed brick, gasoline engines, stationery, boots and shoes, printers' supplies, etc. Regina also has an abattoir and cold storage plant, a tannery, two large storage and forwarding companies, several wholesale commission houses and other representative concerns.

The business men of Regina have shown their faith in the city in the substantial class of business blocks they have erected and are continuing to erect.

EVIDENCE OF STABILITY

The Municipal Public Buildings of Regina would do credit to any city ten times its size. These have all been constructed without cost to the citizens, out of the proceeds of the sale of its townsite property. The City Hall is the home of all the municipal departments and cost, with its equipment, about \$200,000.



WASCANA LAKE AND PARLIAMENT BUILDINGS

The Central Fire Hall is one of the most complete in the Dominion, which involved an expenditure, with a new fire alarm system, of about \$30,000. The new Fire Hall No. 2, is on the north side of the city and is in the centre of the wholesale district. Two additional fire halls will be built immediately. The Incinerator plant cost \$40,000, and is one of the most modern scientific systems of disposing of garbage.

A fact worthy of special note is that the Board of Trade of Regina has now under construction a large warehouse in which to take care of the temporary needs of incoming wholesalers and distributors, pending their securing permanent quarters.

Other public buildings have been erected free of cost to the citizens, and the city still possesses an asset in its unsold property of about \$1,500,000.

REGINA A FINANCIAL CENTRE

From its peculiar geographical position, combined with the valuable assistance supplied by the many main and branch lines of railways radiating from it, Regina forms the most important merchandise distributing point in Western Canada, while it can also lay claim to be the financial, judicial, educational and agricultural centre of the Province. Its adoption and successful application of the principle of municipal ownership also places it in the front rank

of Canadian cities, making it frequently an object of admiration to visitors. The system of civic administration by commission has proved highly successful.



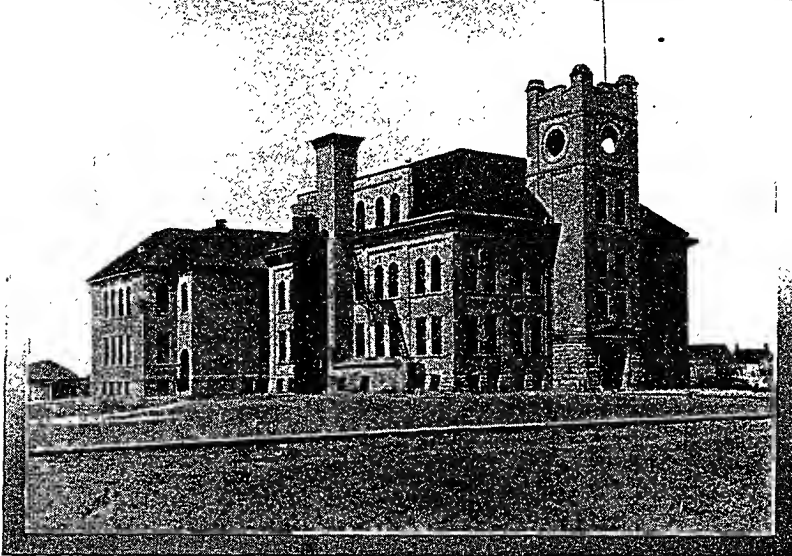
DONAHUE BLOCK

MANY FINANCIAL INSTITUTIONS

In former years when the large Insurance Companies, Loan Companies and other financial organizations decided to open in Western Canada, the capital of Manitoba was usually selected as being the most suitable location, but for the past two or three years the importance of Regina has been recognized, and in many instances this city has been the place chosen, particularly by institutions entering the Western field for the first time. Practically every loaning institution of importance in Canada has an office here, and one very noticeable pleasing feature is that many occupy their own handsome buildings. From a corner of any of the four principal thoroughfares of the city may be observed imposing structures of these companies that would do credit to any city in Europe or America.

ELEVEN BANKS REPRESENTED

Eleven of the leading Canadian Banks have branches in Regina and one of these has also a branch office to cope with their rapidly increasing business. The majority are located in their own premises; and at least one chartered bank, not at present in the city.



A TYPICAL REGINA SCHOOL BUILDING

has purchased a site upon which they intend erecting in the near future a building that will be in keeping with the importance of their standing in the banking world.

FIRE INSURANCE COMPANIES

Practically every Fire Insurance company conducting business in Canada, is represented in Regina, and many of these companies have established provincial offices here, thus centring the business of the Province and necessitating periodical visits by their leading officials to this city, thereby aiding in keeping Regina constantly to the front in the development of the West. While many of the financial and lending institutions here are but branches of Eastern and Western organizations, it must be remembered that the *head* offices of important concerns are here also, organized by local men and operating on a large scale throughout the West, among which might be mentioned: The Saskatchewan Mortgage Corporation, The Sterling Trusts Corporation, The City Investing Company, Limited, The Saskatchewan Fidelity and Trust Company, The Saskatchewan Guarantee and Fidelity Company and The Saskatchewan Insurance Company. The coming year will see the advent of other equally important institutions.

MARKET FOR DEBENTURES

As a market for Municipal and School Debentures, Regina holds a unique position in Western Canada. A glance at the various financial papers will

furnish sufficient evidence that there are practically only three cities in Canada where the buying and selling of



municipal debentures is actively carried on, namely, Toronto, Montreal and Regina. It is gratifying to note that several of the large issues recently marketed in Western Canada, were purchased by firms operating in Regina. Amongst others may be mentioned: The city of Prince Albert \$285,000; city of Regina, \$229,200; Brandon School District, \$95,000, while the smaller Western municipalities and school districts throughout the entire West having debentures for sale, send their representatives to Regina to arrange for the disposal of the bonds.



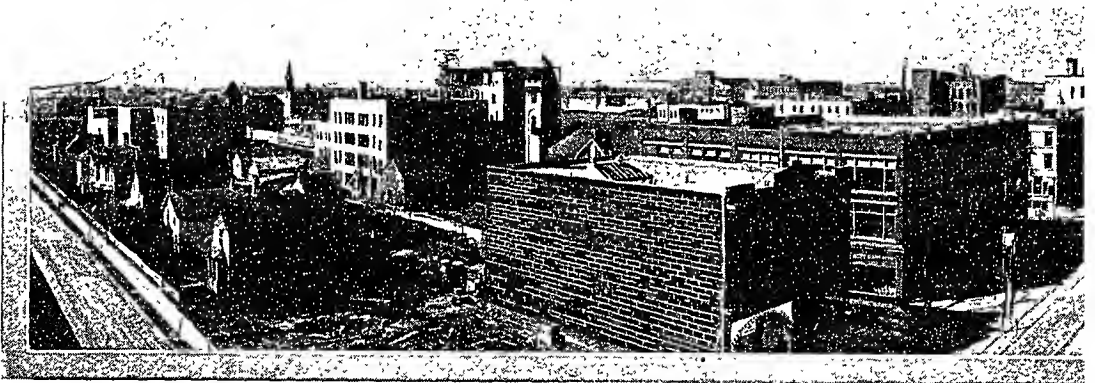
ELEVENTH AVENUE, IN THE COMMERCIAL DISTRICT

Regina—A Good Place to Live in

The citizen of Regina who comes here only because he sees abundant opportunities for making money, quickly realizes that there are other attractions in Regina besides the mere piling-up of wealth.

What was a few years ago an insignificant town in the very centre of the prairies, has now grown into a handsome city with every modern improvement and luxury. With that growth have followed many changes beside the addition of houses and business buildings.

The beautifying of the city's amenities has been accomplished by planting trees along the streets and in the squares and parks which have also been tastefully laid out with flowers and shrubs around gravelled walks and fountains. The streets of the city are gradually being lined with green lawns fronting on artistically designed houses. Wascana Lake, where boating and bathing are freely indulged in throughout the summer, greatly enhances the attractiveness of Regina. The condition of the country is such that the roads everywhere are good, and this very fact has caused citizens to take a large part of their recreation in the form of motoring and driving, so that Regina has come to have more automobiles per head of population than any other city in the Dominion. A drive across the prairies when shining with wild



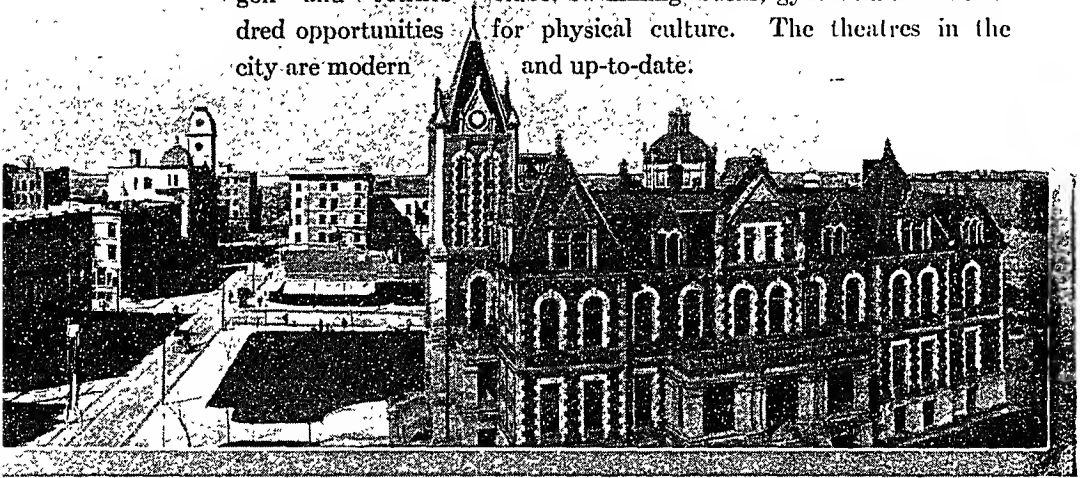
IN THE HEART OF THE BUSINESS

flowers and through endless fields of growing grain is by no means a small enjoyment, especially as the district is favored with a remarkably liberal share of sunshine during a very large part of the year.

Numerous summer resorts are being opened up at the various lakes in the vicinity. These holiday haunts possess natural attractions that are not excelled in many parts of the world. The lakes, ranging from 5 to 70 miles in length, give every opportunity for boating, bathing and fishing.

The opening of the Grand Trunk Pacific Regina to Melville Branch, last fall, places us within easy reach of the beautiful Qu'Appelle Valley and its chains of Lakes, which have been rendered world renowned by the poems of Miss Pauline Johnston. Travellers assert that these Lakes are excelled in scenic beauty and setting only by the famous Lakes of Killarney.

In the city itself there are now most of the attractions that modern cities have to offer. All the up-to-date conveniences, such as electric lighting, street railway, abundance of good water, excellent schools and colleges, public library, etc., are provided for. Sports are encouraged in a hundred ways by baseball, lacrosse, football, golf and tennis clubs, swimming baths, gymnasium and kindred opportunities for physical culture. The theatres in the city are modern and up-to-date.



PART OF THE BUSINESS DISTRICT

MUNICIPAL OWNERSHIP

The city, as already stated, firmly believes in municipal ownership, and operates its own street railway (of which it has some 12 miles within the city limits), light and power plant, supplying cheap light and power, and water system, the water being obtained from springs about eight miles from the city. In this connection the city is embarking on a large expansion of the present system, providing, when complete, for the requirements of a population of 200,000. A municipally owned gas plant is projected.

These things are instances of the kind of growth which is giving the citizen good reason for wishing to live in Regina—reasons just as strong as the cogent argument that his business affairs are prospering.

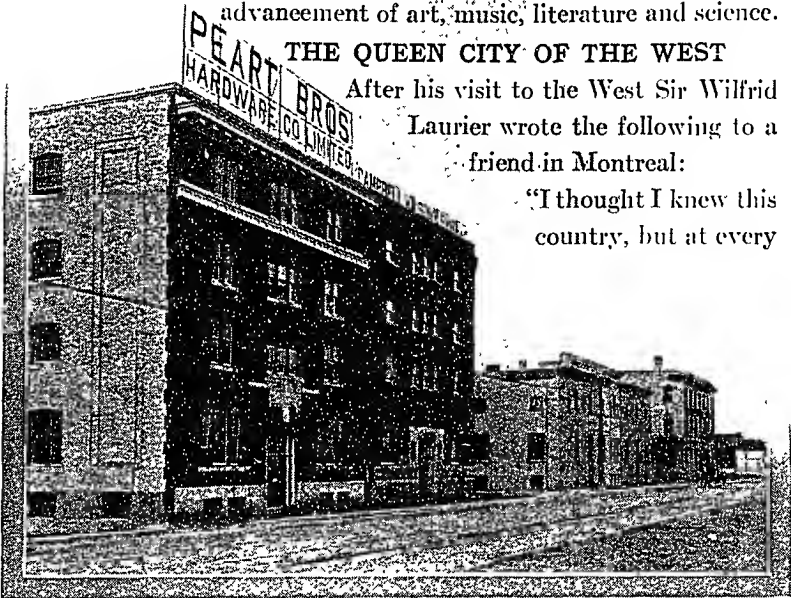
EDUCATIONAL

From the educational and social points of view the city offers every advantage. With a population of about 42,000, there are the Regina College, St. Chad's College, Collegiate Institute, Provincial Normal School, eight public and separate schools, fifteen churches, Y. M. C. A. and Y. W. C. A., a Public Library, a Business College, and various societies for the advancement of art, music, literature and science.

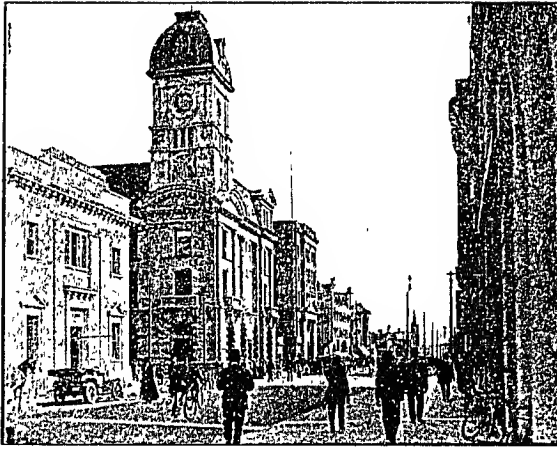
THE QUEEN CITY OF THE WEST

After his visit to the West Sir Wilfrid Laurier wrote the following to a friend in Montreal:

"I thought I knew this country, but at every



A FEW OF THE WHOLESALE WAREHOUSES



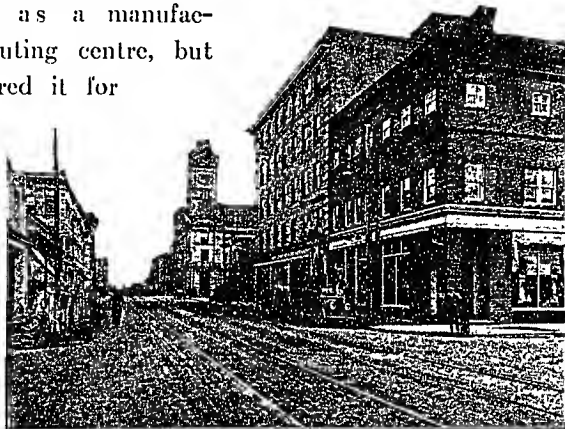
"CARTH STREET LOOKING SOUTH

step my companions and myself found we had everything to learn. Winnipeg is a splendidly built city, admirably paved, of brilliant sumptuousness and a place where

art and refinement could cause many of our Eastern cities to blush. The same with regard to Vancouver, Victoria, Calgary and REGINA. What surprises one in all these centres of population is not only their rapid advancement but the refinement and good taste found everywhere."

The Secretary of the Canadian Manufacturers' Association, writing to the Commissioner of the Board of Trade, states:

"The members of our party all thoroughly enjoyed their visit to your city; not only were they deeply impressed with its many advantages as a manufacturing and distributing centre, but they greatly admired it for its cleanliness, its progressiveness, the substantial character of its buildings and the beauty of its homes."



ELEVENTH AVENUE

Visitors to the West all break the journey by spending a few days in Regina—the city of culture and beautiful homes, with its many miles of paved streets, its handsome buildings and its modern luxury and refinement.

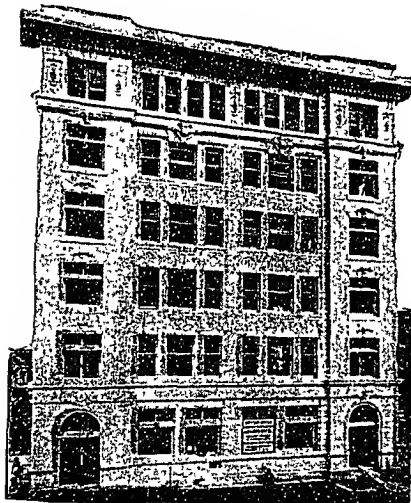
EXHIBITION GROUNDS

Regina possesses a striking feature in her Exhibition Grounds. They are admirably situated one mile west of the City on the north side of the Canadian Pacific Railway tracks. Spur track accommodation has been provided facilitating the handling of exhibits.

These grounds comprise some seventy-six acres, with two entrances at the east side with driveways, while the passenger train and stock entrances are located on the south side.

Improvements to the Exhibition Grounds have already cost over a quarter of a million dollars, and still further improvements are to be made. There are now three large main buildings and two grand stands, fifteen well-equipped horse and cattle stables, four racehorse stables, and a large arena for judging, also a half-mile race track complete in every detail, a large building used as a secretary's office, and numerous other smaller buildings. Waterworks and sewerage extend through the grounds, and hydrants are placed at various points. All buildings are equipped with electric lights. The main buildings and the grand stands are illuminated with strings of incandescent lights.

Without undue elaboration or unfair comparison, it is a fact that in Regina will be found all those present day facilities and prospective advantages that a modern centre of commerce requires. There are many interesting features that have necessarily to be omitted in order to bring out a few of the salient facts within the limits of a brief review.



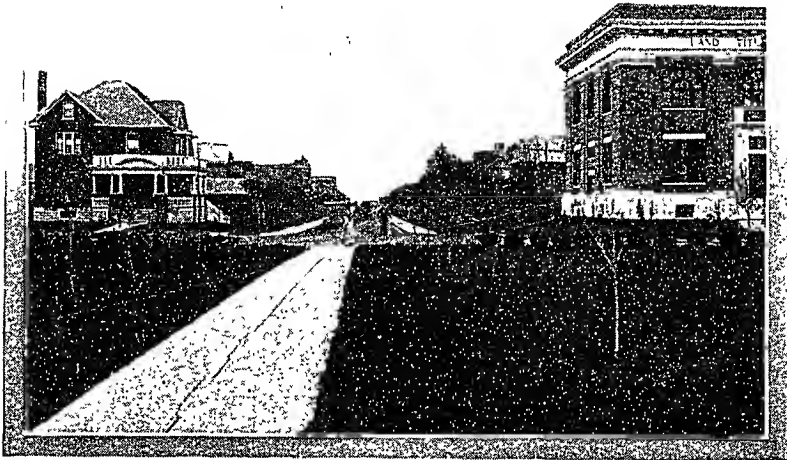
NEW "LEADER" BUILDING

A Few Figures

POPULATION

Regina has grown from a village to a city of metropolitan proportions within a dozen years. The following figures show the steady and increasingly rapid rate of increase:

Year	Population
1882	200
1901	2,645
1905	5,550
1906	7,000
1907	8,400
1908	10,000
1909	12,000
1910	18,500
1911	30,210
1912	42,000

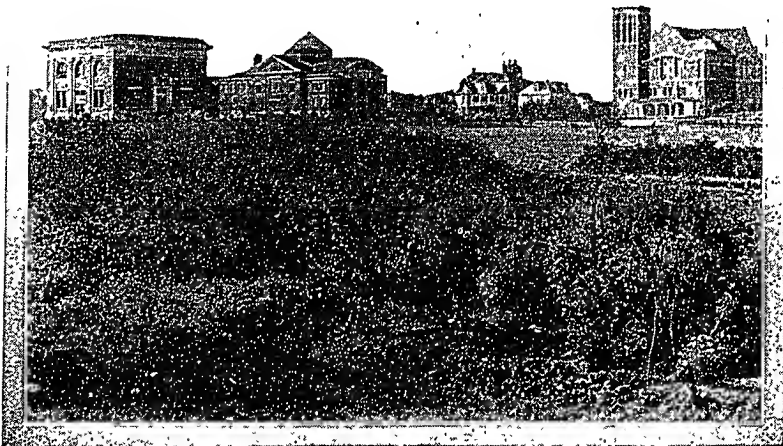


A VIEW ACROSS VICTORIA PARK

BANK CLEARINGS

A sure indication of commercial development is found in the statistics issued by the Regina Bankers' Clearing House. The figures show, with emphatic clearness, how consistently progressive are the banking operations of the city.

	1910	1911	1912
January	\$3,511,208	\$4,189,527	\$7,860,842
February	2,472,312	3,984,898	7,197,011
March	3,462,815	5,377,415	8,767,403
April	3,387,005	5,293,281	9,038,386
May	3,292,634	5,835,997	8,738,392
June	4,076,211	6,321,539	8,557,613
July	4,652,264	5,672,505	
August	3,878,192	5,982,818	
September	4,814,793	6,611,958	
October	4,996,047	6,566,619	
November	6,375,370	8,698,769	
December	5,820,309	8,497,763	
Total	\$50,739,160	\$73,032,089	



A BIT OF VICTORIA PARK AND TONNE STREET

CUSTOMS RETURNS

Solid evidence of Regina's magnificent position as a city of ever increasing prosperity is supplied by the *Customs Returns* for the year ending 31st March, 1912. Regina's total is \$843,194 an increase of \$194,951 over the previous year. The ratio of increase is remarkable. While Toronto's percentage is 11.7, Montreal's 8.2, Vancouver's 23.1 and Winnipeg 24.3, Regina's increase exceeds 30%. Of all the great cities in Canada Regina stands *seventh* in the value of customs receipts.



WESTERN TRUST BUILDING

BUILDING PERMITS

The remarkably steady and phenomenally rapid growth of building operations in the city is told in twelve lines. Check them over carefully and note the continuous and steady increase:

	1909	1910	1911	1912
January.....	\$ 3,000	\$ 24,585	\$ 9,225	\$ 23,180
February.....	3,065	28,255	67,975	66,450
March.....	78,795	329,650	545,025	339,850
April.....	71,825	397,205	562,490	663,145
May.....	90,325	397,040	1,036,190
June.....	121,650	255,318	716,025
July.....	51,300	305,030	602,115
August.....	165,624	175,615	303,625
September.....	53,300	209,750	425,700
October.....	52,080	247,975	674,740
November.....	49,205	50,240	75,000
December.....	9,025	20,625	70,000
Total	\$749,194	\$2,351,288	\$5,088,110

FROM THE WORKINGMAN'S VIEWPOINT

Quite as important as the financial and manufacturing advantages of a city are the conditions which affect the workingman.

In this respect Regina offers attractions which few cities can equal.

Work is plentiful, wages are good, and the social and general conditions of life approach very closely to the ideal.

Perhaps the best evidence of the advantages of Regina to the workingman is supplied in the report recently issued by a prominent labor official from the United States who made quite a long stay here. He says:

"My work has made it necessary that I should study the conditions in many cities of Canada and the United States. My experience has given me the ability to make a quick and accurate estimate of the opportunities a city may offer to the laborer and the mechanic. When I came to Regina a few months ago, I was at once struck with the virility of this city. It was quite apparent to me that I had come to a city where workmen are needed and where their efforts are quickly appreciated and rewarded. Several months'

residence here has confirmed me in my first impressions so that I can now unqualifiedly advise workmen who are looking for a better field for their labors to come to Regina.

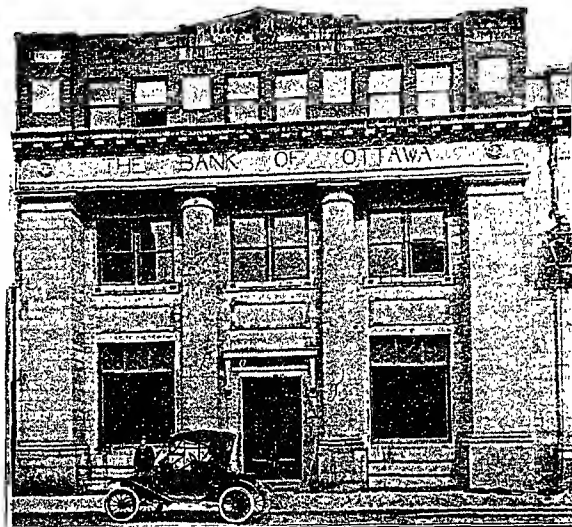


LOURNE STREET LOOKING NORTH

While there are plenty of situations to be had in almost every line I believe the best field lies in working for one's self. In this Western capital many a good mechanic can in a short time establish his own business with a few hundred dollars, and unless he is exceptionally incompetent or remarkably unfortunate he is sure to be successful. At any rate it is absolutely certain that any person can make a living much easier here than in the older cities of Canada and the United States."

As a further indication of the splendid opportunities for the workingman, the current rate of wages in the several trades are quoted:

Stonemasons	per hour	67½c
Bricklayers.....	" "	67½c
Plasterers.....	" "	60c
Carpenters.....	" "	50c
Plumbers.....	" "	60c
Steamfitters.....	" "	60c
Tinsmiths.....	" "	60c
Machinists.....	" "	60c



BANK OF OTTAWA

REGINA'S INVITATION

Individuals alone never succeed. Individuals succeed only as they make themselves necessary to other individuals. They help themselves only by helping others.

That's just how it is with the people of Regina.

They have a splendid city to live in, they make lots of money and they are able to enjoy all the advantages of modern life.

They are a happy and contented community of 42,000 people, and, like all good citizens, they want to share their success with others.

They therefore invite you to come to Regina and join in the general prosperity.

There is plenty of room in the capital of Saskatchewan for high-grade intelligent people who can "do things."

Unlimited openings await the investor, the merchant, the manufacturer and the workingman.

If you want to know all about the great opportunities offered by Regina and especially about conditions which apply to your own line of work, write the undersigned.

He will gladly reply to all inquiries.

COMMISSIONER,
BOARD OF TRADE,
REGINA,
CANADA.

THE LEADER PUBLISHING COMPANY, LIMITED
REGINA, SASK